



SAMPLE COURSE OUTLINE

**BUSINESS MANAGEMENT AND ENTERPRISE
GENERAL YEAR 12**

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Sample course outline

Business Management and Enterprise – General Year 12

Semester 1 – Unit 3

Week	Key teaching points
1–2	<p>Overview of the syllabus, expectations and assessment outline</p> <p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • types of business ownership in small to medium enterprises (SMEs) <ul style="list-style-type: none"> ▪ sole traders ▪ partnerships ▪ small proprietary companies ▪ not-for-profit organisations ▪ franchises • impact of economic factors on business function, including: <ul style="list-style-type: none"> ▪ inflation ▪ interest rates ▪ availability of skilled and unskilled labour ▪ unemployment rates
3–4	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • the concept of business public image • methods of raising business public image, including: <ul style="list-style-type: none"> ▪ corporate sponsorship ▪ donations • positive and negative impacts on business image of environmental issues, including: <ul style="list-style-type: none"> ▪ climate change ▪ pollution ▪ energy use ▪ animal testing <p>Task 1: Business research (Weeks 2–4)</p>
5–8	<p>Management: Marketing</p> <ul style="list-style-type: none"> • the concept of market • the concepts of market size and market share • key elements of a marketing plan, including: <ul style="list-style-type: none"> ▪ market position ▪ competitor analysis ▪ target market analysis ▪ marketing goals ▪ marketing strategy ▪ marketing mix • the concept of market segmentation • characteristics of market segmentation, including: <ul style="list-style-type: none"> ▪ demographic ▪ geographic ▪ psychographic (lifestyle and behaviour) • the concept of market research • key features of the market research process, including: <ul style="list-style-type: none"> ▪ collection of primary and secondary data ▪ data analysis • the concepts of marketing and the marketing mix • elements of the marketing mix <ul style="list-style-type: none"> ▪ product <ul style="list-style-type: none"> ○ positioning

Week	Key teaching points
	<ul style="list-style-type: none"> ○ features ○ branding ○ packaging ▪ price <ul style="list-style-type: none"> ○ skim ○ penetration ○ psychological ○ premium/prestige ▪ place <ul style="list-style-type: none"> ○ direct distribution ○ indirect distribution ○ location ▪ promotion <ul style="list-style-type: none"> ○ advertising ○ publicity ○ sales promotion ○ viral marketing ○ telemarketing ▪ people (employees) <ul style="list-style-type: none"> ○ training and customer service as part of customer relationship management (CRM) ▪ processes <ul style="list-style-type: none"> ○ procedures to deliver a service or product ▪ physical presence of the business <ul style="list-style-type: none"> ○ signage ○ webpage ○ staff uniform ▪ performance <ul style="list-style-type: none"> ○ evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction <p>Task 2: Business research (Weeks 6–8)</p>
9	<p>Management: Marketing</p> <ul style="list-style-type: none"> • the use of customer profiling to determine customer needs and expectations • the use of competitor profiling to determine competitor product range, prices and marketing strategies • the use of technologies to facilitate promotional activities, including: <ul style="list-style-type: none"> ▪ internet ▪ mobile devices • strategies for managing customer relationships, including: <ul style="list-style-type: none"> ▪ customer loyalty programs ▪ early adopter incentives <p>Task 3: Response (Week 10)</p>
10–11	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including: <ul style="list-style-type: none"> ▪ bait advertising ▪ scientific claims ▪ country of origin • consumer rights and protection, including: <ul style="list-style-type: none"> ▪ product safety (Australian Standards) ▪ guarantees, warranties and refunds ▪ repair and replace <p>Task 4: Response (Week 12)</p>

Week	Key teaching points
12	<p>Management: Operations</p> <ul style="list-style-type: none"> • levels of management within a business <ul style="list-style-type: none"> ▪ top ▪ middle ▪ frontline • types of organisational structures, including: <ul style="list-style-type: none"> ▪ functional ▪ product ▪ divisional ▪ team • features of organisational structures, including: <ul style="list-style-type: none"> ▪ chain of command ▪ span of control ▪ delegation
13	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • national employment standards for employment contracts, including: <ul style="list-style-type: none"> ▪ minimum wage ▪ minimum working conditions ▪ unfair dismissal • key elements of a contract <ul style="list-style-type: none"> ▪ intention ▪ agreement (offer and acceptance) ▪ consideration • legal requirements of contracts, including: <ul style="list-style-type: none"> ▪ capacity ▪ consent ▪ legal purpose <p>Task 5: Externally set task</p>
14–15	<p>People</p> <ul style="list-style-type: none"> • phases of the employment cycle <ul style="list-style-type: none"> ▪ acquisition <ul style="list-style-type: none"> ○ staffing needs ○ selection and recruitment ▪ development <ul style="list-style-type: none"> ○ induction ○ training ▪ maintenance <ul style="list-style-type: none"> ○ agreements ○ contracts ○ performance management ▪ separation <ul style="list-style-type: none"> ○ retirement ○ resignation ○ retrenchment ○ dismissal <p>Task 6: Response</p>

Semester 2 – Unit 4

Week	Key teaching points
1–3	<p>Overview of the syllabus, expectations and assessment outline</p> <p>People</p> <ul style="list-style-type: none"> • the concept of motivation in business, including: <ul style="list-style-type: none"> ▪ financial incentives for employees, including: <ul style="list-style-type: none"> ○ sales bonuses ○ shares schemes ▪ non-financial incentives for employees, including: <ul style="list-style-type: none"> ○ skill improvement training ○ recognition and reward ○ penalties for employees • characteristics of the following motivation theories: <ul style="list-style-type: none"> ▪ Maslow’s Hierarchy of Needs ▪ Herzberg’s Motivation-Hygiene Theory ▪ Vroom’s Expectancy Theory ▪ Adams’ Equity Theory • key features of the following leadership styles: <ul style="list-style-type: none"> ▪ autocratic ▪ participative ▪ situational <p>Task 7: Response</p>
4–5	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • factors that influence spending patterns of small to medium sized enterprises (SME) and consumers, including: <ul style="list-style-type: none"> ▪ the level of economic activity ▪ prevailing community social norms, including attitudes to business public image and sustainability • issues related to the marketing and promotion of the following products: <ul style="list-style-type: none"> ▪ alcohol ▪ tobacco ▪ fast food • influence of government policy on the following: <ul style="list-style-type: none"> ▪ product labelling ▪ trading hours ▪ advertising practices to children
6	<p>Management: Marketing</p> <ul style="list-style-type: none"> • purpose and features of a marketing strategy • stages of the product lifecycle <ul style="list-style-type: none"> ▪ development ▪ growth ▪ saturation ▪ decline • applying marketing strategies for each stage of the product lifecycle
7–8	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • the concept of intellectual property (IP) • purpose of IP laws in Australia • types of intellectual property registrations, including: <ul style="list-style-type: none"> ▪ patents ▪ trademarks (including domain names) ▪ designs • process for Australian IP registration <p>Task 8: Business research (Weeks 8–9)</p>

Week	Key teaching points
9–10	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • employee protections at work as provided by the <i>Fair Work Act 2009</i> • intent and purpose of the <i>Occupational Safety and Health (OSH) Act 1984 (WA)</i> <ul style="list-style-type: none"> ▪ responsibility of an employer within the <i>OSH Act</i> <p>Task 9: Response</p>
11–12	<p>Management: Operations</p> <ul style="list-style-type: none"> • purpose and features of the following financial reports: <ul style="list-style-type: none"> ▪ a budget ▪ a balance sheet (statement of financial position) ▪ a profit and loss statement • function of key performance indicators (KPIs) • characteristics of the following financial indicators <ul style="list-style-type: none"> ▪ profitability ▪ cost reduction ▪ sales • characteristics of the following non-financial indicators <ul style="list-style-type: none"> ▪ quality ▪ customer satisfaction <p>Task 10: Response (Week 13)</p>
13–15	<p>Management: Operations</p> <ul style="list-style-type: none"> • purpose of a business plan • key elements and structure of a business plan, including: <ul style="list-style-type: none"> ▪ executive summary ▪ vision statement ▪ mission statement ▪ business concept ▪ operations strategy ▪ marketing plan, including strengths, weaknesses, opportunities, threats (SWOT) analysis ▪ financial plan ▪ human resource management (HRM) <p>Task 11: Business research (Weeks 14–15)</p>